



Customer & Community Insights

Centenary Park Golf Course
Master Plan Project
August 2020

Methodology

Data Collection

- Quantitative research: online + manual survey

Research Period

- Thu 2 Jul to Sun 2 Aug 2020

Distribution & Promotion

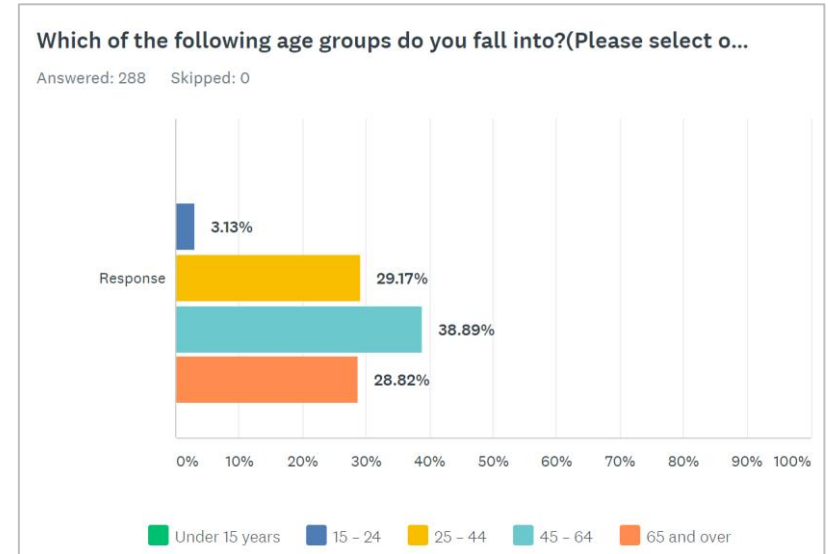
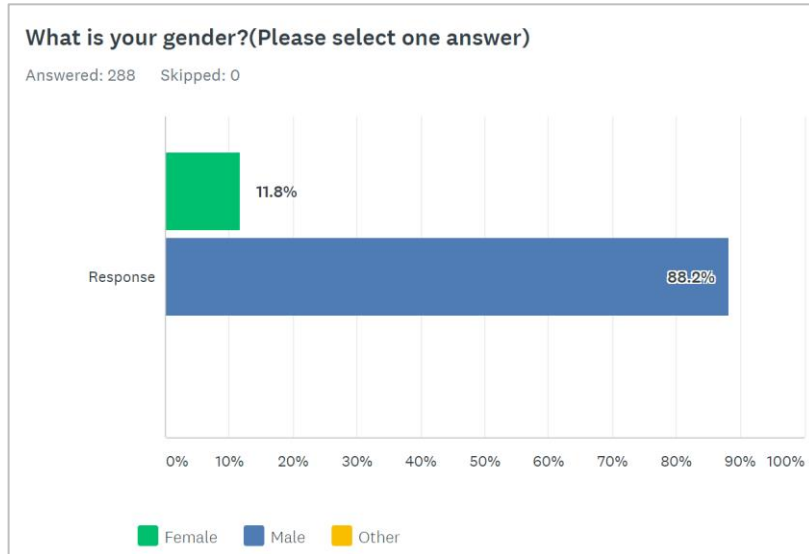
- E-mail lists, and actively supported by Council communications, onsite promotion and Clublinks

Responses

- 288 valid responses

Respondent Profile

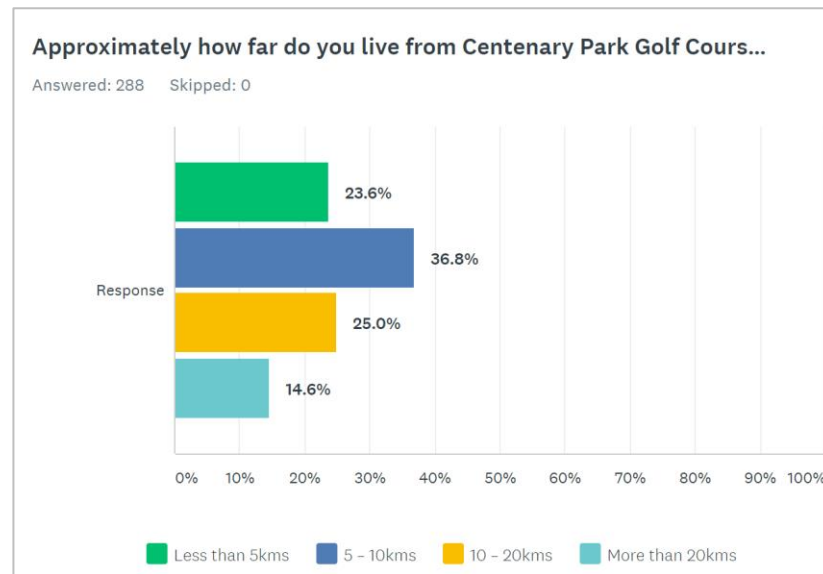
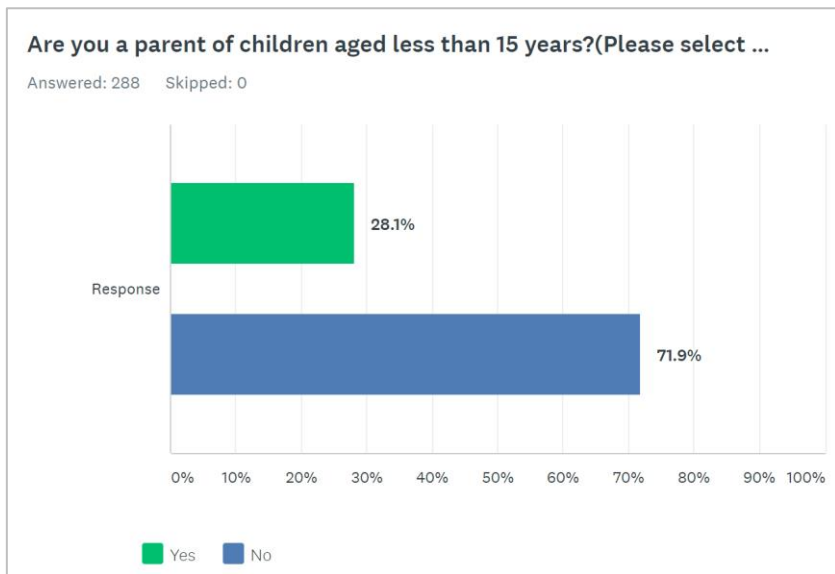
Significantly male (88%)... Good distribution of age groups above the age of 25...



Q. What is your gender? (n = 288) Q. Which of the following age groups do you fall into? (n = 288)

Respondent Profile

28% are a parent of younger children... 85% live within 20km (broader catchment than most metropolitan public golf courses (10km))...



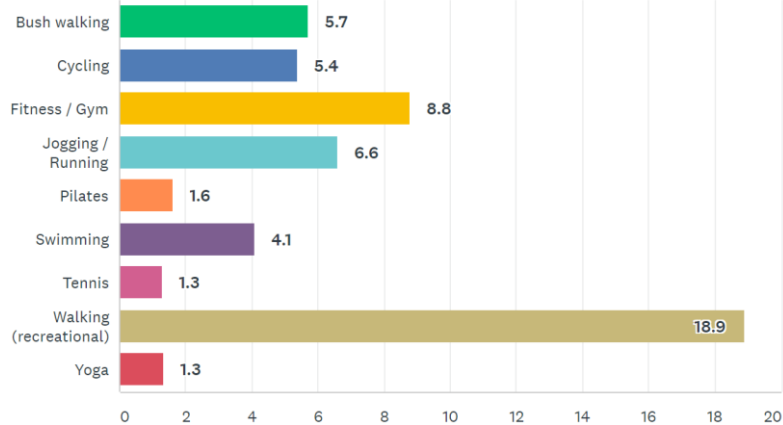
Q. Are you a parent of children aged less than 15 years? (n = 288) Q. Approximately how far do you live from Centenary Park Golf Course? (n = 288)

Participation

Actively involved in walking (1.5x per month), fitness / gym (0.75x per month)... Active member or regular participant of club/organisation for golf (74%), fitness / gym (23%)... Only 12% members at PARC Frankston...

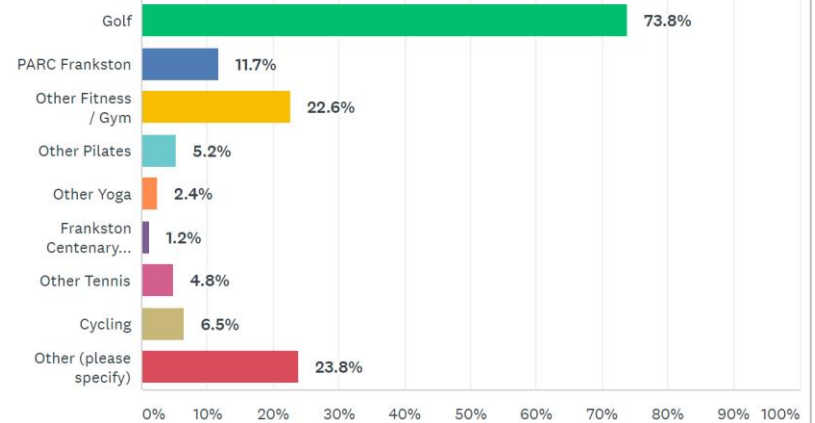
In the last 12 months, how frequently did you participate in the foll...

Answered: 288 Skipped: 0



Are you an active member or regular participant of a club or releva...

Answered: 248 Skipped: 40

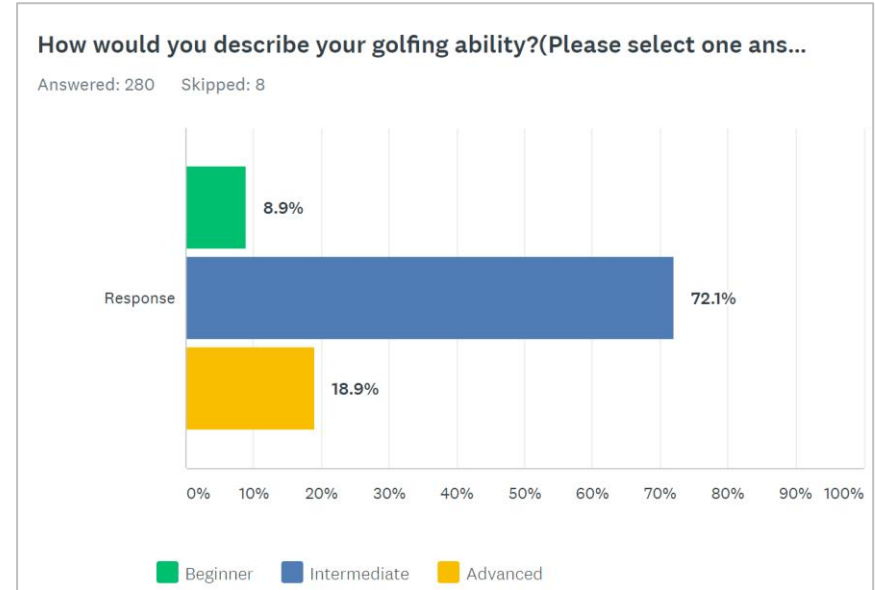
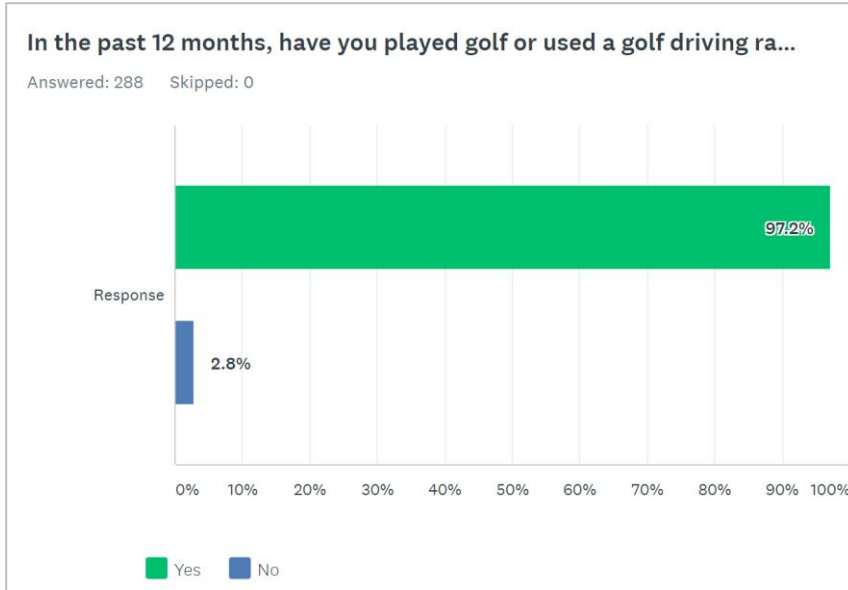


Q. In the past 12 months, how frequently did you participate in the following sports or activities? (n = 288)

Q. Are you an active member or regular participant of a club or relevant organisation? (n = 288)

Participation

Respondents are golfers (97%)... Only 9% are beginners, with the majority (72%) intermediate...

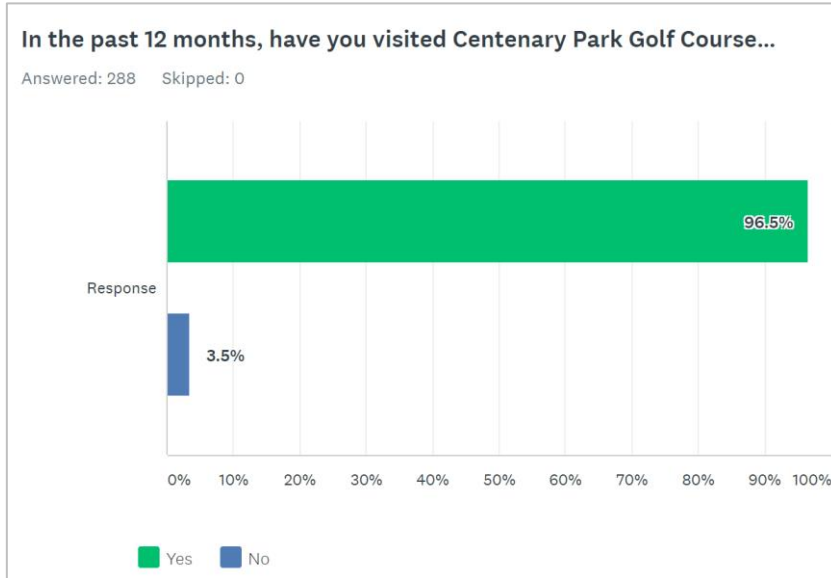


Q. In the past 12 months, have you played golf or used a golf driving range? (n = 288)

Q. How would you describe your golfing ability? (n = 288)

Participation

96.5% have visited Centenary Park Golf Course in the past 12 months... With some explanations from those who have not...



Younger kids so don't get out much, not really a place we would consider to take them.

Member at another course.

Only moved into the area within the last 12 months, and have only played at peninsula kingswood as I was a member when they were in Dingley.

Played golf there for 30 years. Have had a break but intend to return in the near future.

Don't play golf.

Didn't know about it.

Didn't play golf during this time.

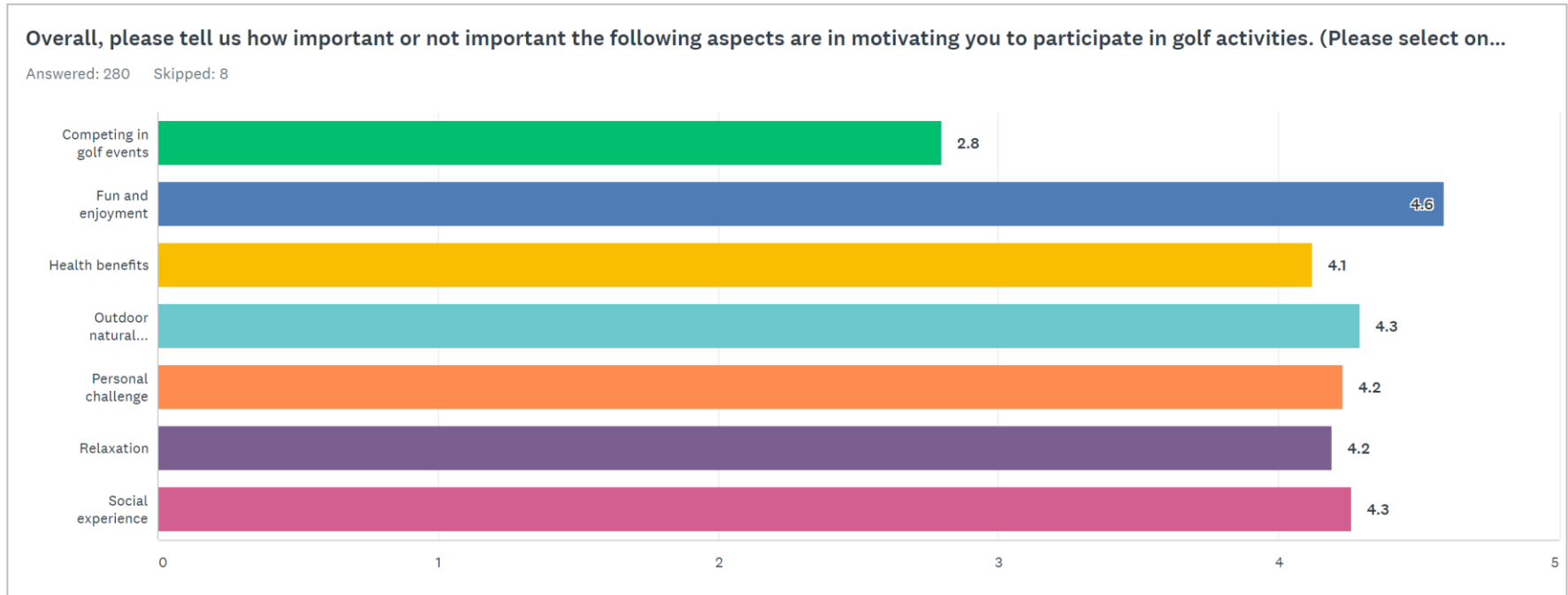
Golf is an activity which does not interest me.

Q. In the past 12 months, have you visited Centenary Park Golf Course and utilised any of its facilities and services? (n = 288)

Q. If you selected No at Q2, please briefly explain why you have not visited Centenary Park Golf Course? (n = 8)

Participation

Fun and enjoyment is the strongest motivator to participate in golf... Competing in golf events is not so important...

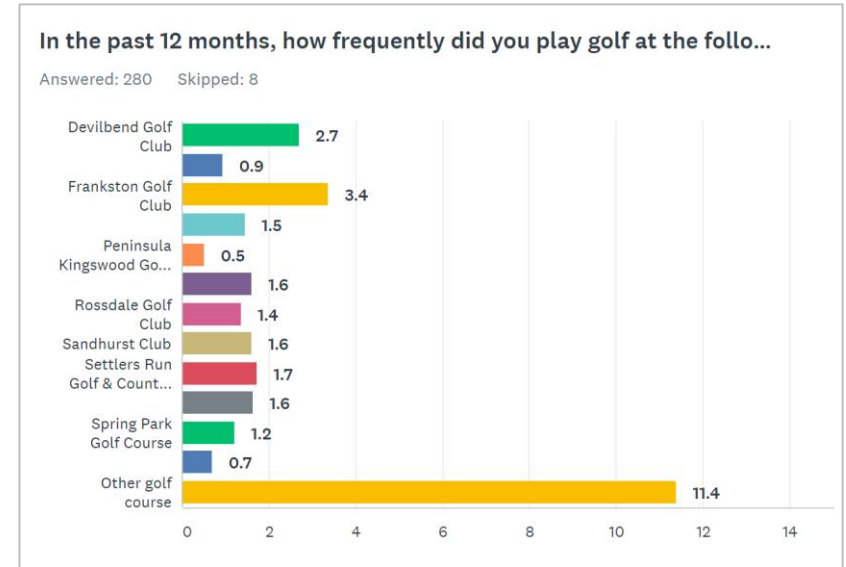
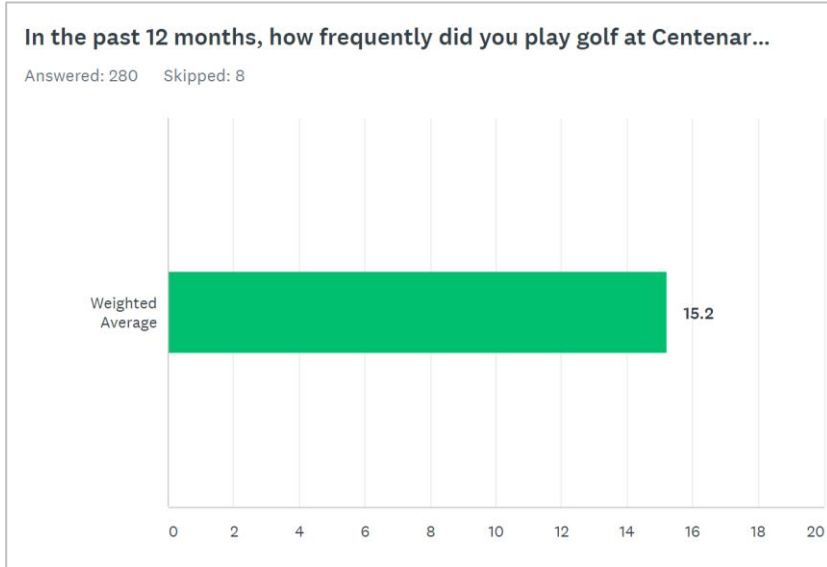


Q. Overall, please tell us how important or not important the following aspects are in motivating you to participate in golf activities? (n = 280)

Scale: 1. Not at all important 2. Not so Important 3. Somewhat Important 4. Very important 5. Extremely Important

Participation

Respondents are playing at Centenary Park 1.25x per month... Other golf courses beyond the 20km catchment are the main competition...

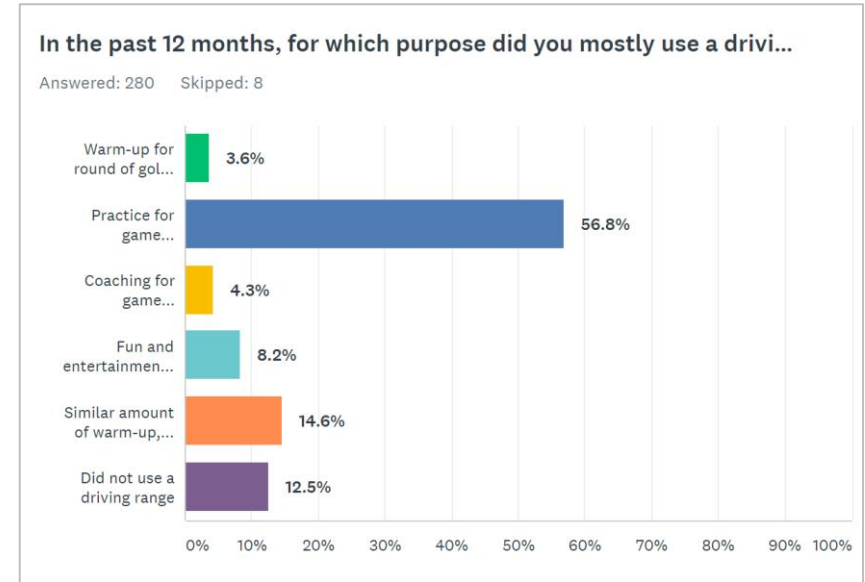
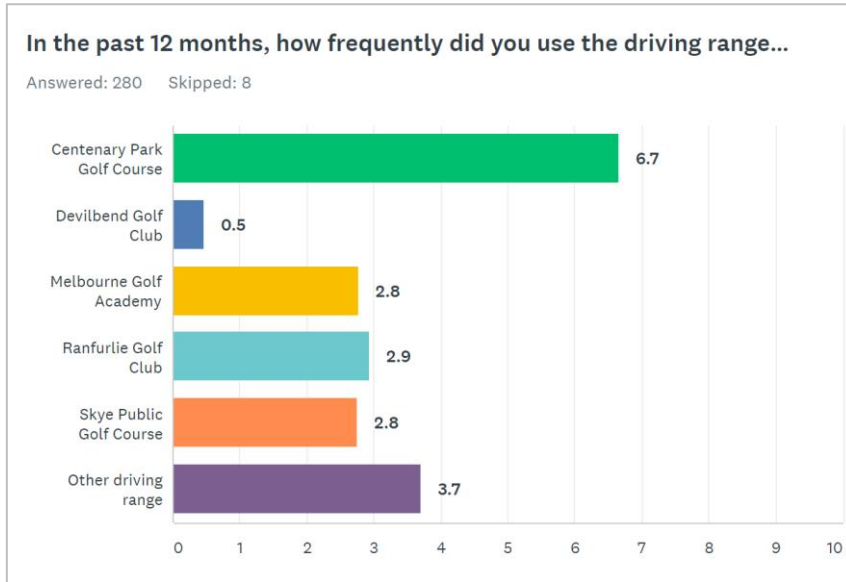


Q. In the past 12 months, how frequently did you play golf at Centenary Park Golf Course? (n = 280)

Q. In the past 12 months, how frequently did you play golf at the following golf courses? (n = 280)

Participation

Respondents are using Centenary Park's driving range 0.5x per month... Practice for game improvement is the main reason to use a driving range...

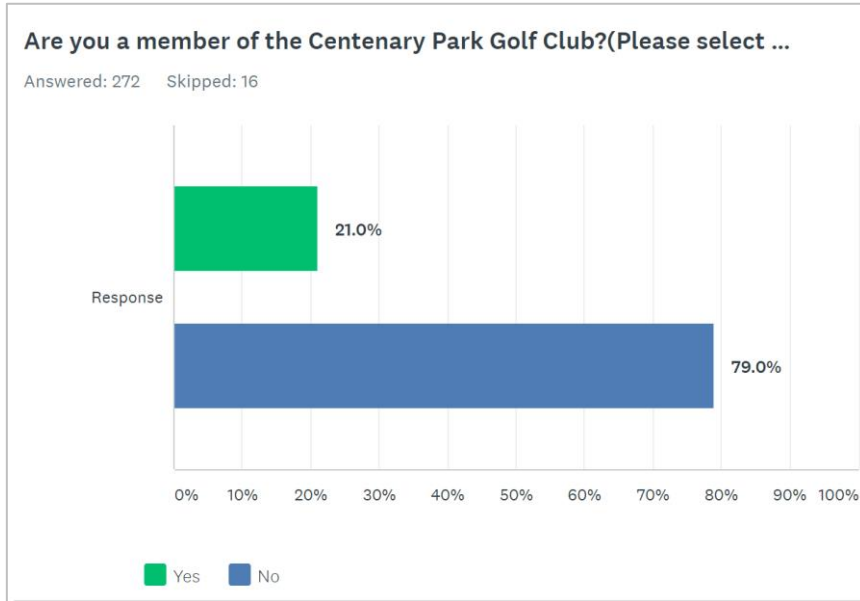


Q. In the past 12 months, how frequently did you use the driving range at the following golf facilities? (n = 280)

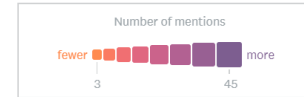
Q. In the past 12 months, for which purpose did you mostly use a driving range? (n = 280)

Participation

79% are not members of the Centenary Park Golf Club... Themes regarding the main reason why they are not a member...



member another Don't interested time enough time
membership play competition member one
play benefit course member another club club fees
pay old Member elsewhere know need looking
golf club Public course play different courses Expense



Q. Are you a member of the Centenary Park Golf Club? (n = 272)

Q. If you selected No at Q22, please briefly explain why you are not a member of Centenary Park Golf Club? (n = 204)

*all comments available for viewing via online results <https://www.surveymonkey.com/stories/SM-MFVZLNPD/>

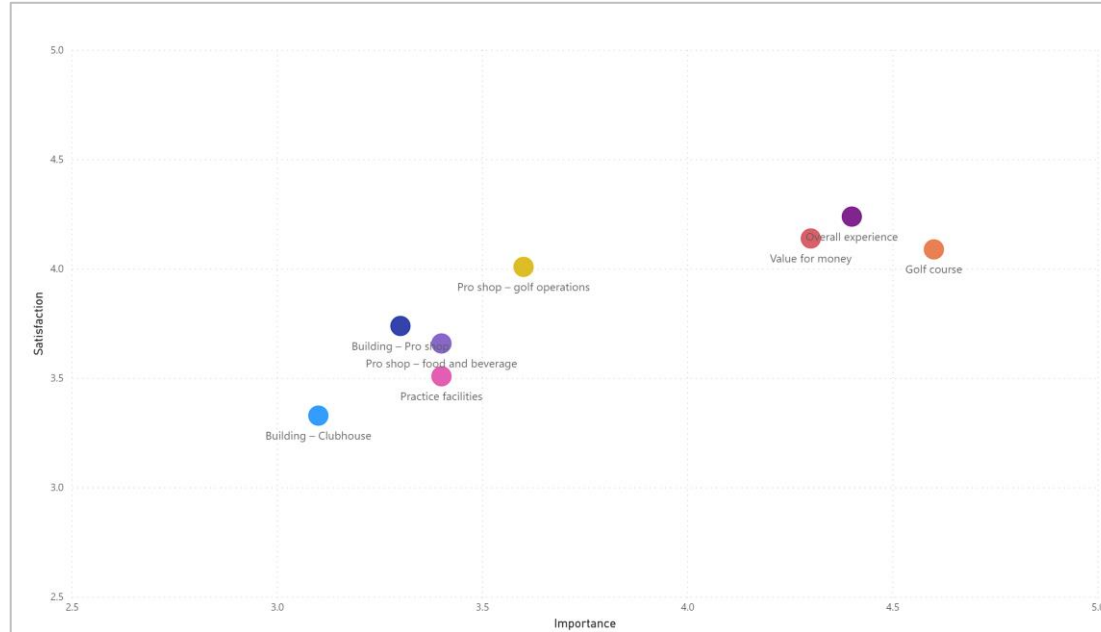
Statistical Relevance

- 288 valid responses
 - Good sample size
- Margin of error = +/- 6%
- Confidence level = 95%

*We are 95% sure that the results (with +/-6% margin) represent **core male golfers**, who are aged 25+, mostly of an intermediate standard, and who reside within Centenary Park's 20km catchment. (based on profile responses)*

Perceptions

Core male golfers are Very satisfied with the important elements: Golf Course, Overall Experience and Value for Money...
Master Plan insights: Building – Pro shop is Somewhat to Very Important... Building - Clubhouse is Somewhat Important...



Q. Overall, for each of the following aspects of Centenary Park Golf Course, please tell us how important or not important it is to you? (n = 272)

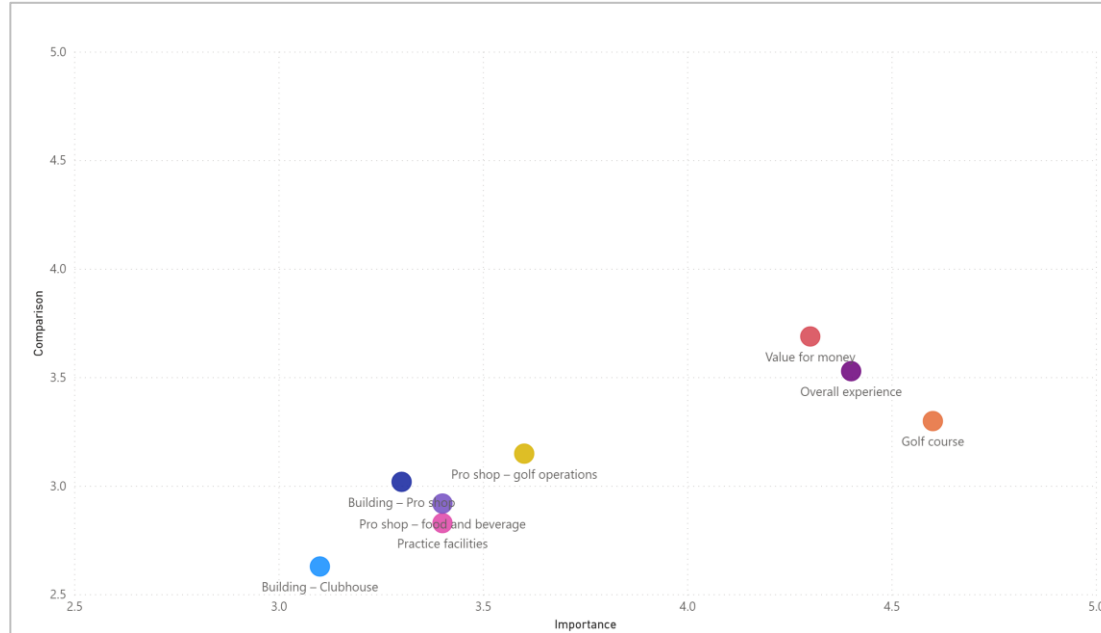
Q. Overall, how satisfied or dissatisfied are you with the following aspects of Centenary Park Golf Course? (n = 272)

Scale: 1. Not at all important 2. Not so Important 3. Somewhat Important 4. Very important 5. Extremely Important

Scale: 1. Very dissatisfied 2. Somewhat dissatisfied 3. Neither satisfied nor dissatisfied 4. Somewhat satisfied 5. Very satisfied

Perceptions

Compared to the competition, core male golfers think things are A little better for the important elements: Value for Money, Overall Experience and Golf Course...
Master Plan insights: Building – Pro shop is About the Same... Practice facilities and Building – Clubhouse are A little worse...



Q. Overall, for each of the following aspects of Centenary Park Golf Course, please tell us how important or not important it is to you? (n = 272)

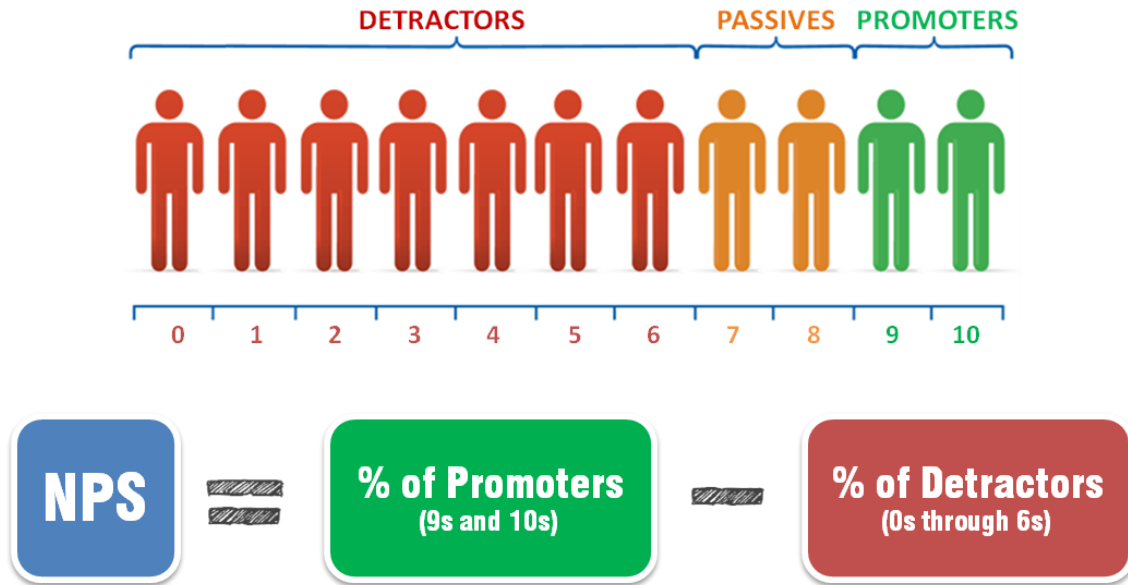
Q. What is your perception of the overall quality of the following aspects of Centenary Park Golf Course compared to other similar golf facilities in the area? (n = 272)

Scale: 1. Not at all important 2. Not so Important 3. Somewhat Important 4. Very important 5. Extremely Important

Scale: 1. A lot worse 2. A little worse 3. About the same 4. A little better 5. A lot better

Perceptions

Promoters are considered likely to exhibit value-creating behaviours: such as buying more, remaining customers for longer, and making more positive referrals to other potential customers.



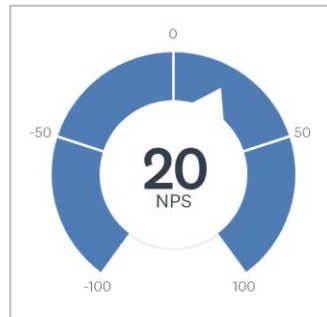
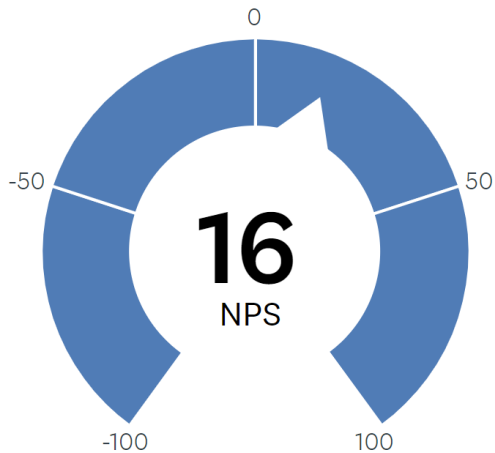
NPS benchmark established from 26 other golf facility and club surveys is 21.

Perceptions

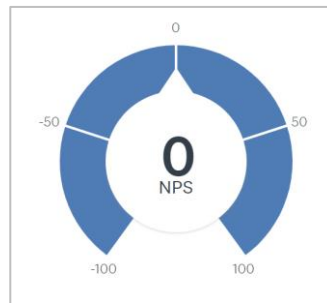
Whilst the overall NPS of 16 is below the average of other golf facilities and clubs (21), non-members are far more likely to recommend Centenary Park than club members... It's good to set a benchmark for future NPS measurement...

How likely is it that you would recommend Centenary Park to a frie...

Answered: 272 Skipped: 16



Non-members



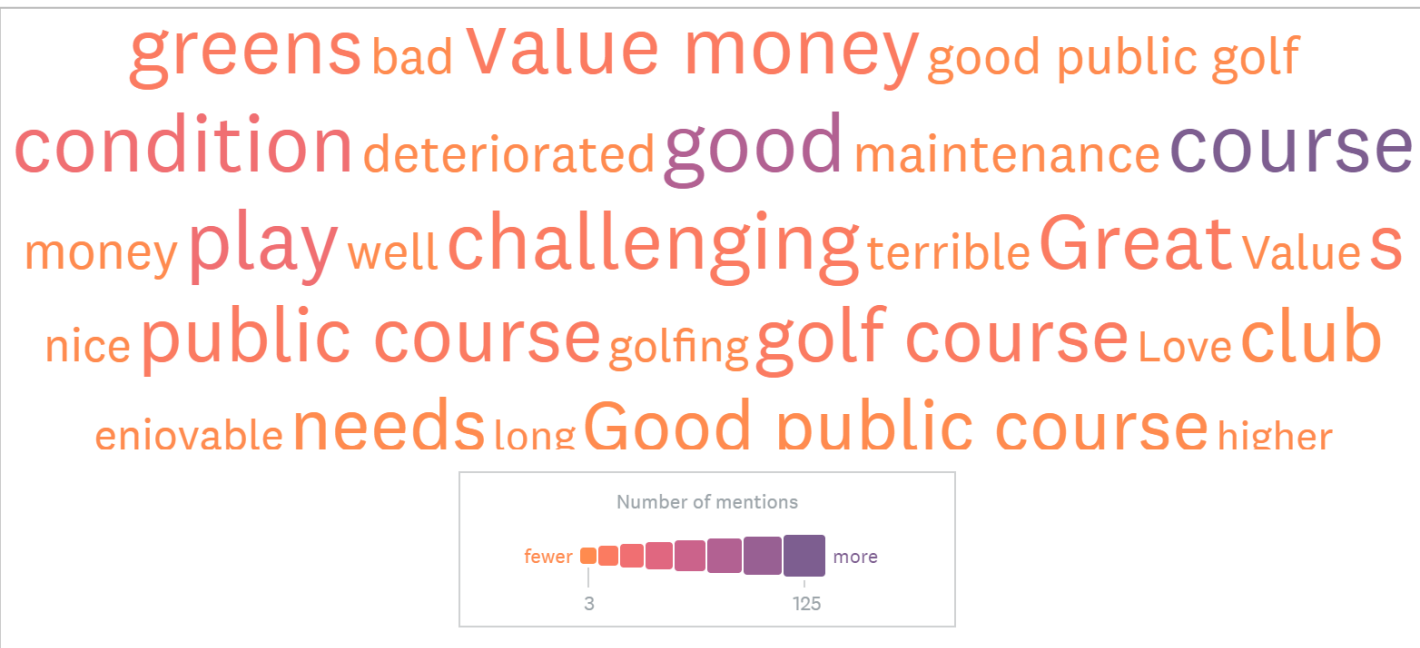
Members

Q. How likely is it that you would recommend Centenary Park Golf Course to a friend or colleague? (n = 272)

Q. Are re you a member of the Centenary Park Golf Club? No (n = 224) Yes (n = 57)

Perceptions

Themes from core male golfers regarding the main reason for their NPS rating...



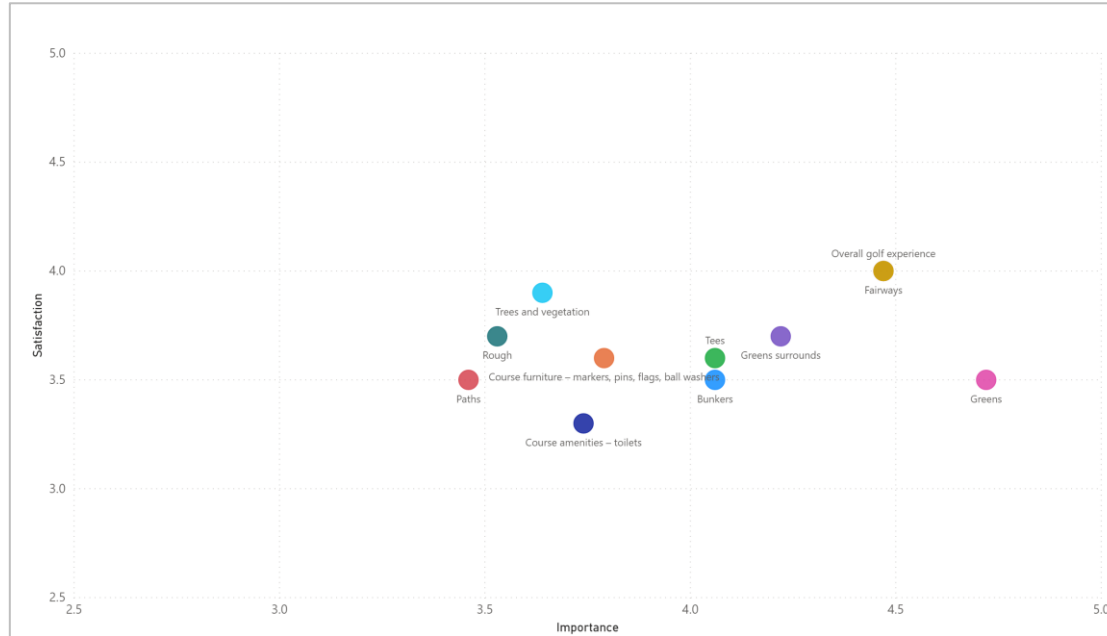
Q. Please explain the main reason for your response at Q16? (n = 247)

*all comments available for viewing via online results <https://www.surveymonkey.com/stories/SM-HS82DNPD/>

Perceptions

Core male golfers are Somewhat satisfied with the important elements: Overall golf experience...

Master Plan insights: Greens, Green surrounds, Tees, and Bunkers are the Very important elements to improve...



Q. Overall, for each of the following aspects of the golf course at Centenary Park Golf Course, please tell us how important or not important it is to you? (n = 272)

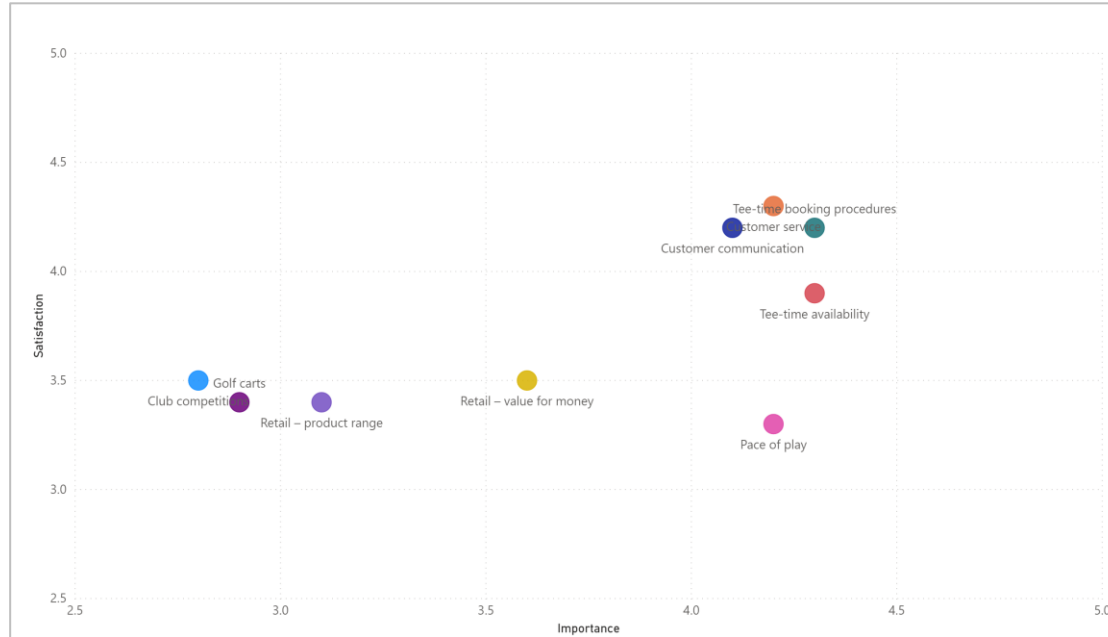
Q. Overall, how satisfied or dissatisfied are you with the following aspects of the golf course at Centenary Park Golf Course? (n = 272)

Scale: 1. Not at all important 2. Not so Important 3. Somewhat Important 4. Very important 5. Extremely Important

Scale: 1. Very dissatisfied 2. Somewhat dissatisfied 3. Neither satisfied nor dissatisfied 4. Somewhat satisfied 5. Very satisfied

Perceptions

Core male golfers are very satisfied with the important elements: Tee-time management and Customer communication...
Operational improvement priorities: Pace of play and Retail – value for money...



Q. Overall, for each of the following aspects of the pro shop and golf operations at Centenary Park Golf Course, please tell us how important or not important it is to you? (n = 272)

Q. Overall, how satisfied or dissatisfied are you with the following aspects of the pro shop and golf operations at Centenary Park Golf Course? (n = 272)

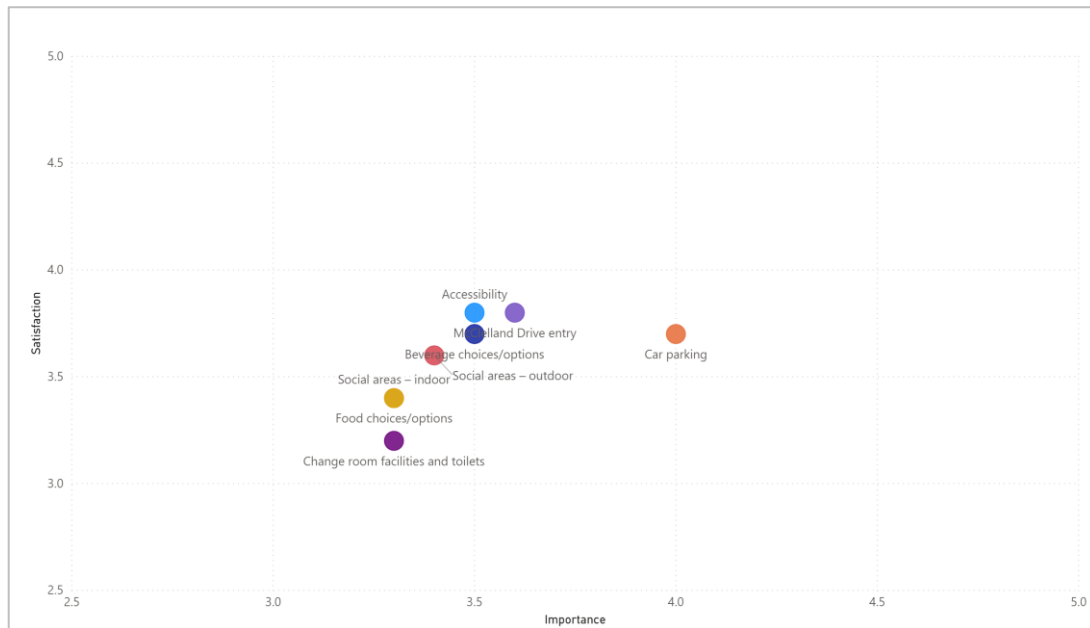
Scale: 1. Not at all important 2. Not so Important 3. Somewhat Important 4. Very important 5. Extremely Important

Scale: 1. Very dissatisfied 2. Somewhat dissatisfied 3. Neither satisfied nor dissatisfied 4. Somewhat satisfied 5. Very satisfied

Perceptions

Core male golfers are Somewhat satisfied with the important elements: Car parking, McClelland Drive entry ...

Master Plan insights: Change room facilities and toilets, Social areas – indoor and Social areas – outdoor are opportunities to improve...



Q. Overall, for each of the following aspects of hospitality and facilities at the Pro Shop at Centenary Park Golf Course, please tell us how important or not important it is to you? (n = 252)

Q. Overall, how satisfied or dissatisfied are you with the following aspects of hospitality and facilities at the Pro Shop at Centenary Park Golf Course? (n = 252)

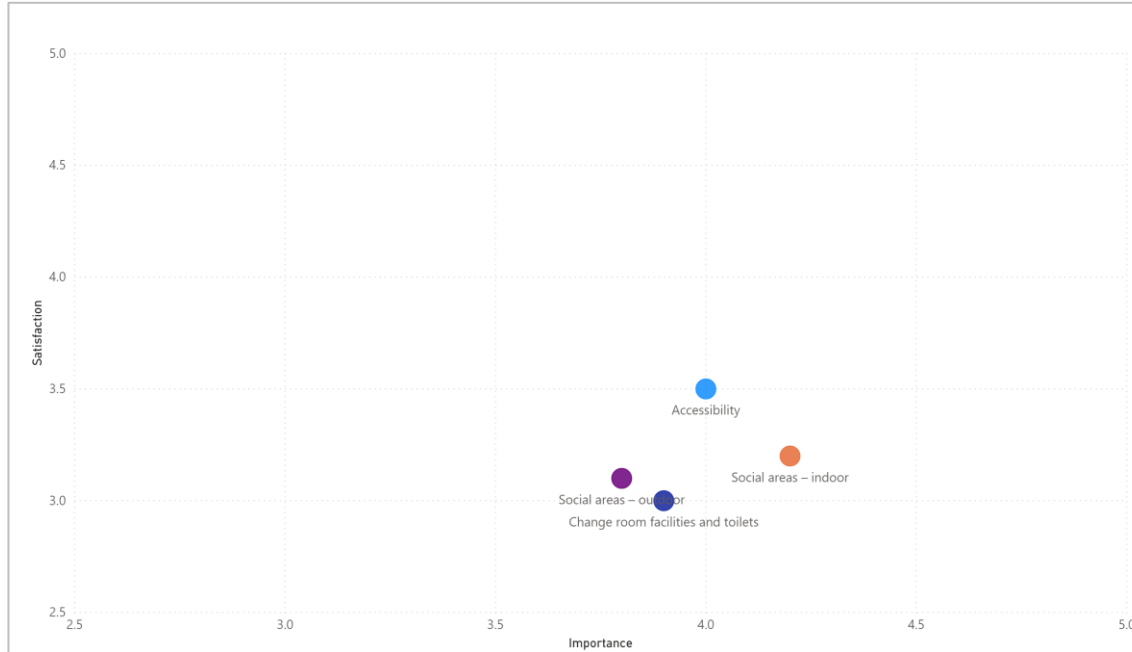
Scale: 1. Not at all important 2. Not so Important 3. Somewhat Important 4. Very important 5. Extremely Important

Scale: 1. Very dissatisfied 2. Somewhat dissatisfied 3. Neither satisfied nor dissatisfied 4. Somewhat satisfied 5. Very satisfied

Perceptions

Club member respondents are Somewhat satisfied with the important elements: Accessibility and Social Areas - indoor...

Master Plan insights: Change room facilities and toilets and Social areas – outdoor are opportunities to improve...



Q. Overall, for each of the following aspects of the Centenary Park Golf Club clubhouse, please tell us how important or not important it is to you? (n = 57)

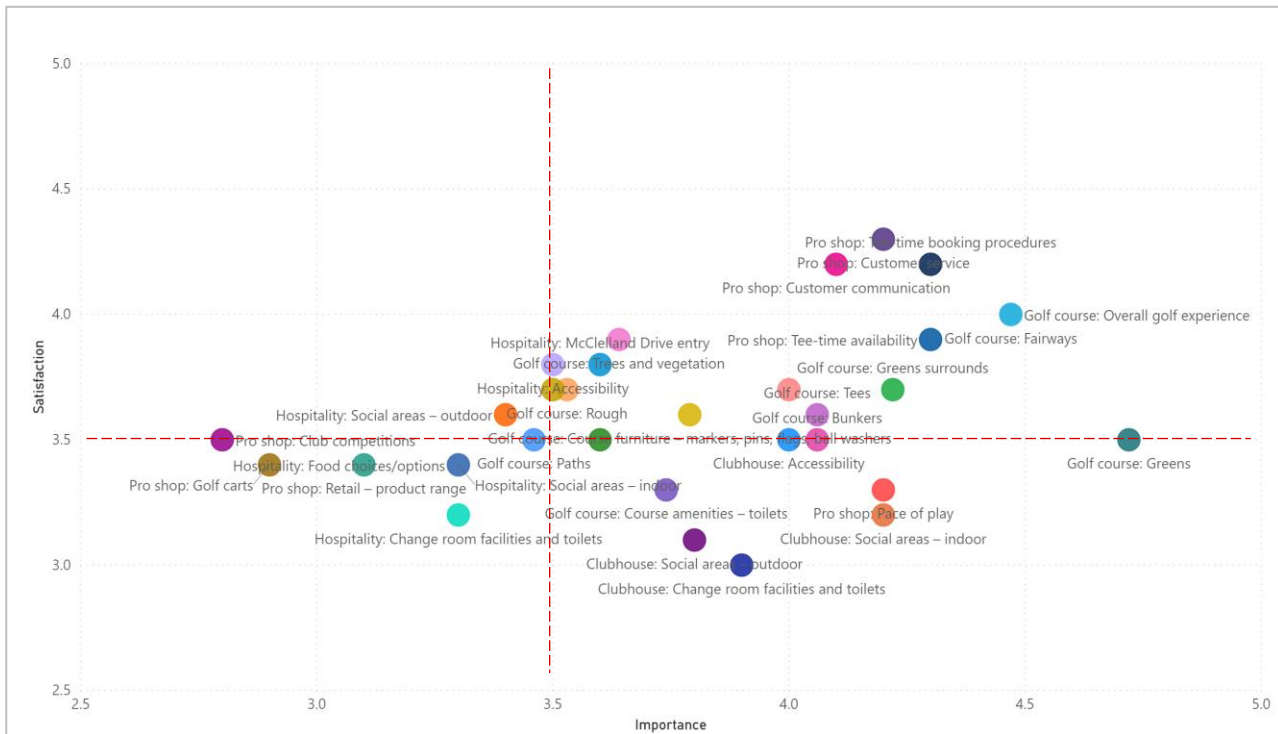
Q. Overall, how satisfied or dissatisfied are you with the following aspects of the Centenary Park Golf Club clubhouse? (n = 57)

Scale: 1. Not at all important 2. Not so Important 3. Somewhat Important 4. Very important 5. Extremely Important

Scale: 1. Very dissatisfied 2. Somewhat dissatisfied 3. Neither satisfied nor dissatisfied 4. Somewhat satisfied 5. Very satisfied

Perceptions

This is a combination of all elements as surveyed and provides a relative comparison...

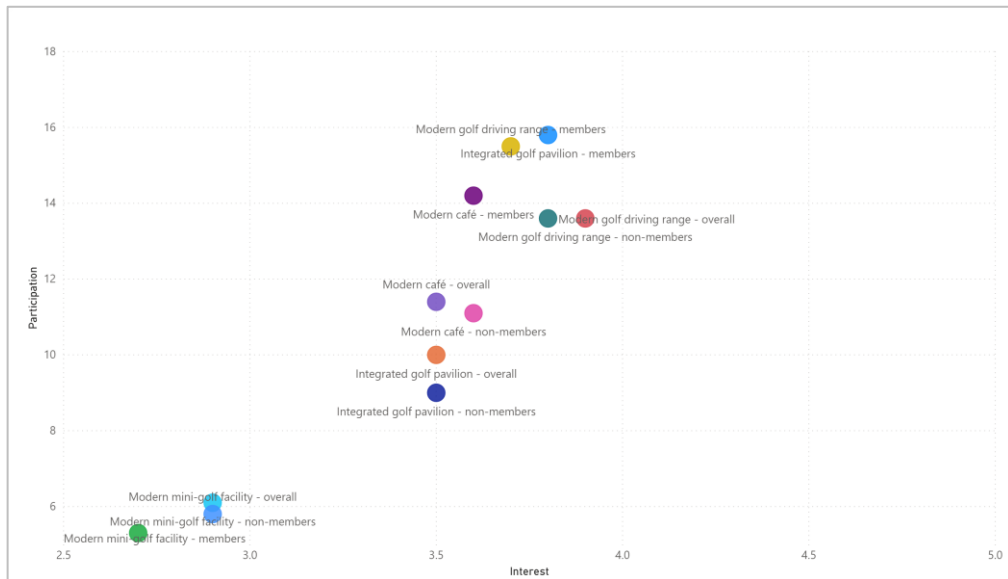


Scale: 1. Not at all important 2. Not so Important 3. Somewhat Important 4. Very important 5. Extremely Important

Scale: 1. Very dissatisfied 2. Somewhat dissatisfied 3. Neither satisfied nor dissatisfied 4. Somewhat satisfied 5. Very satisfied

Future

Overall, core male golfers are Very Interested in a new Modern Driving Range (similar non-members v members) and would double their current driving range usage from 0.5x per month to 1.1x per month (members = 1.4x)... Overall, core male golfers are Very Interested in a Modern café and Integrated golf pavilion, member usage of an Integrated golf pavilion is nearly twice more than non-members (1.4x v 0.75x) and 25% more for a Modern café (1.2x v 0.9x)...



Q. Imagine Centenary Park built a new... Modern café / Modern golf driving range / Modern mini-golf facility / Integrated golf pavilion... Overall, how interested are you in this concept idea? (n = 288)

Scale: 1. Not at all interested 2. Not so interested 3. Somewhat interested 4. Very interested 5. Extremely interested

Q. Assuming each was priced at a local-market level, over a 12-month period how regularly would you, and maybe your family, participate in each 'concept idea' at Centenary Park Golf Course? (n = 288)

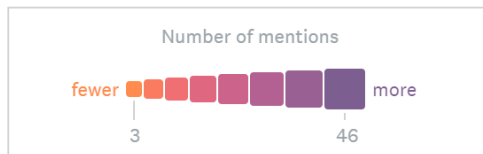
Scale: None / Less than 8 times / 8 - 24 times / More than 24 times

Q. Are re you a member of the Centenary Park Golf Club? No (n = 224) Yes (n = 57)

Future

Themes from respondents regarding comments or suggestions on the concept ideas...

provide family decent play want cafe food beverage club
improvement need practice make Concept golf quality
better take driving range one course see
facilities long great entertainment golf course
lights area carts improved place experience look



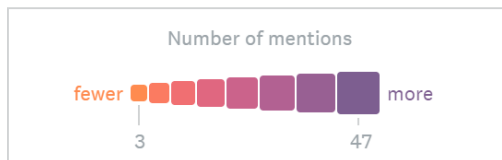
Q. What comments or suggestions do you have regarding any of the 'concept ideas' for potentially evolving the facilities, services, experiences, and value offered by Centenary Park Golf Course? How could any of the 'concept ideas' encourage greater participation from you, and your family and friends? (n = 199)

*all comments available for viewing via online results <https://www.surveymonkey.com/stories/SM-2HKCCNPD/>

Future

Themes from respondents regarding comments or suggestions on other new ideas...

make practice facility greens perhaps new update
driving range mini golf facilities look golf around
course cafe good night golf course sports play
accessible club N None long improved pro shop area ideas
players range keep competitions membership family attract bunker



Q. What comments or suggestions do you have for 'OTHER NEW IDEAS' to potentially evolve and enhance the facilities, services, and experiences currently offered by Centenary Park Golf Course? How could your ideas encourage greater participation from you, and your family and friends? (n = 166)

*all comments available for viewing via online results <https://www.surveymonkey.com/stories/SM-2HKCCNPD/>

Customer + Community Insights

Survey results, including access to all comments, can be viewed via:

Profile and Participation

<https://www.surveymonkey.com/stories/SM-MFVZLNPD/>

Perceptions

<https://www.surveymonkey.com/stories/SM-HS82DNPD/>

Future Perceptions & Participation

<https://www.surveymonkey.com/stories/SM-2HKCCNPD/>